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ABSTRACT

Disturbed by the community's negative attitude toward its prospects for progress, the Hannibal (Missouri) Chamber of Commerce initiated a community self-survey to improve the situation. The questionnaire survey concentrated on felt needs relationg to city government, retail facilities and services, recreation, religion, education, industrial development, financial institutions, and community problems and accomplishments in general. Respondents (about 1,500) represented 28% of Hannibal households. As for the most pressing community needs, 97% of respondents mentioned industry and jobs; 49% named recreation; 8%, street improvement; and 6%, sewer improvements. Survey results received wide mass media publicity. In terms of useful information obtained, broadly based community participation, attitude changes toward the community, such tangible improvements as new industry and a municipal swimming pool during the period 1963-68, and other outcomes, the survey was judged a success. (The document includes the questionnaires and a critical review of community development principles as applied throughout the survey project.) (LY)

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A Case Study in a Community Development Technique

ED042101

Case Study No. 1

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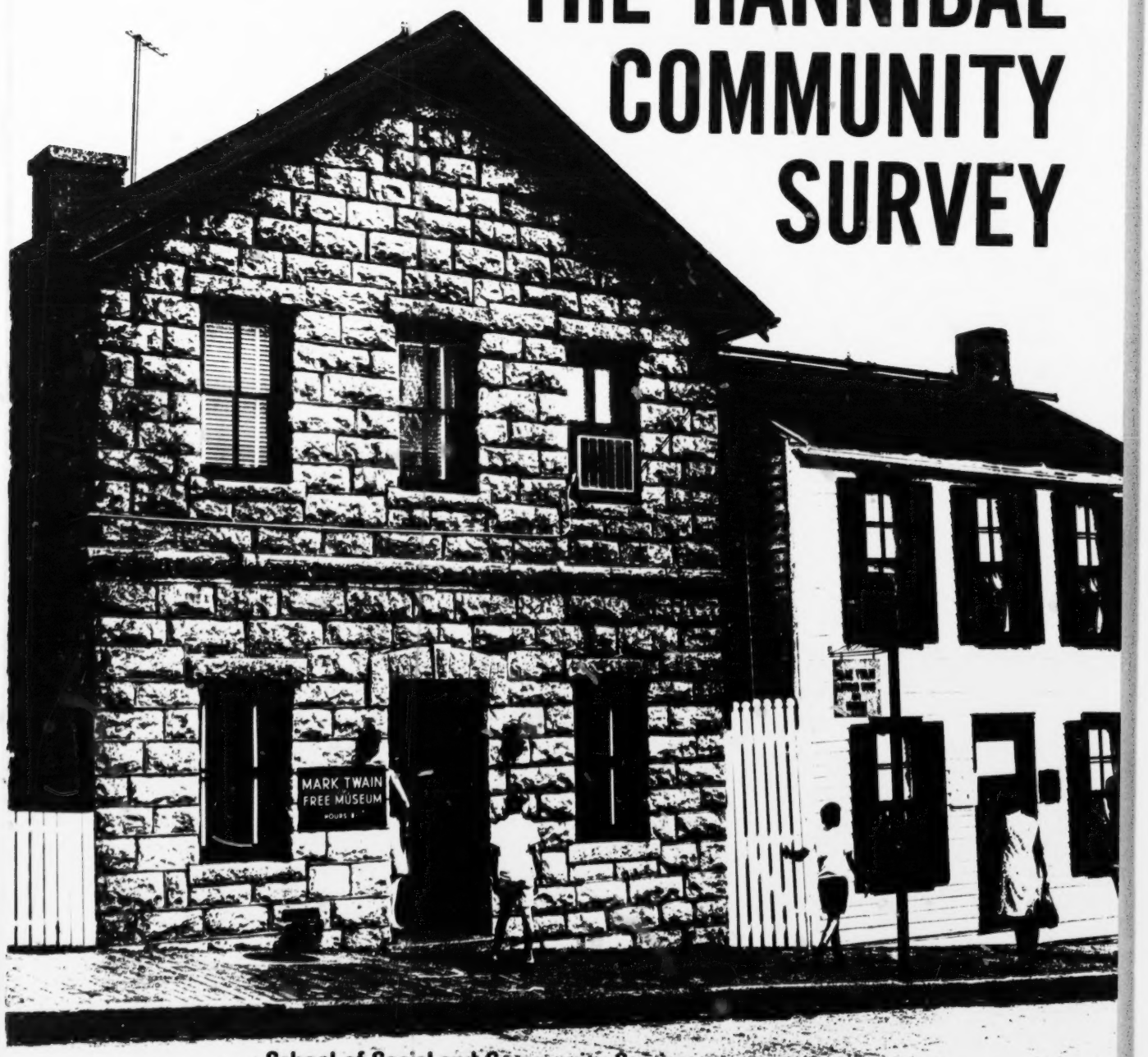
THE HANNIBAL COMMUNITY SURVEY



School of Social and Community Services

MP 100 9/69/2.5M Extension Division University of Missouri - Columbia

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a case study

The Hannibal Community Survey

by John A. Croll*

Background

Community self-surveys are useful tools in community development work for a number of reasons. They are a method of determining people's attitudes toward their community and their thinking on community needs and problems. Surveys not only generate interest in the community, they also provide the opportunity to organize a broad based, representative committee to develop and carry out the survey, and the opportunity for residents to participate in a community-centered cooperative endeavor. Surveys provide a vehicle for developing an on-going program of community study and development. The results can be useful to many groups as they plan their programs for community activities and improvements.

The Hannibal survey was the largest community survey ever made in the Mark Twain area: It was taken in the largest community and had the largest number of surveys returned. At the survey time, Hannibal's population was 20,028. More than 1,750 surveys were delivered and more than 1,500 completed surveys were returned. This was a useable return of more than 85 percent, and represented 28 percent of the households in Hannibal.

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Inception of the Idea

In May, 1963, a committee of the Hannibal Chamber of Commerce decided that one of the most serious problems was the community's negative attitude toward its prospects for progress and development.

The Extension area community development agent was invited to meet with the committee to discuss ways to improve this situation. Ideas discussed included use of a mass media planned information program; a short feature column in the local newspaper; a speakers' bureau; and a community self-survey.

Committee members decided a community self-survey was a good possibility and discussed how it should be done.

One of the committee members quickly raised the question of whether this should be a Chamber-sponsored activity, and indicated he thought not. Other members agreed and decided that the committee, as individuals, would discuss the idea with other groups and persons to get their reactions and to generate interest. A favorable response was received and the executive secretary of the Hannibal Industrial Council was asked to invite representatives from all groups in Hannibal to meet and discuss a community self-survey. The Industrial Council was asked to issue the invitation because it had wide support in the community–business interests, labor unions, city and county government, the Chamber of Commerce, etc.

The Extension area community development agent was asked to continue on the project as a resource person.

All groups and interests in the community were given an opportunity to participate, and 70 organizations were invited to the initial meeting.

Planning the Survey

On June 7 about 30 people met to discuss a self-survey. Hugh Denney of the Community Development Center, University of Missouri - Columbia, discussed community self-surveys--their uses and values, techniques, tabulation, and analysis.[1] After discussion the group voted unanimously to hold a survey. Twenty-four people said they would serve on the committee and a chairman and vice-chairman were elected.

[1] University of Missouri Community Development Center is now the Department of Regional and Community Affairs, School of Social and Community Services.

On June 17 the Community Public Opinion Survey Committee decided the purposes of the survey were:

1. To generate interest in the community.
2. To focus attention on community opportunities and needs.
3. To provide an opportunity for participation in a broad-based community activity.
4. To find out what the people of the community thought about the community.
5. To provide information for the use of community groups, city government, and institutions, in program planning.

With these purposes in mind, the group decided to survey every third household in Hannibal. Interest areas to be covered in the survey were selected and included city government, retail facilities and services, recreation, religion, education, industrial development, financial institutions, and general questions on community accomplishments and problems. The committee was divided into sub-committees to develop questions for each interest area. Any interested persons were invited to serve on the interest-area sub-committees, and several people participated on this basis. The public also was invited to submit questions to be included in the survey.

On June 24 the sub-committees submitted proposed questions. These and the questions submitted by the public were discussed and a tentative set of questions selected. The questions were then submitted to the Community Development Center, University of Missouri - Columbia, for suggestions as to form and arrangement so that tabulation could be handled most efficiently.

The Community Public Opinion Survey Committee met three more times to perfect the survey form and to prepare for the distribution and collection of the survey. The University of Missouri - Columbia was asked to tabulate information obtained from the survey.

Suggestions made by Hugh Denney of the University of Missouri - Columbia Community Development Center and suggested changes developed in committee discussion were incorporated in the final survey form. The committee tried the survey on a small group to see if the questions were clear and understandable. Levering Hospital employees were surveyed and as a result of this pre-testing several minor changes were made in the wording of the questions.

The community was divided into 14 areas--four of the six wards with two areas and two wards with three areas. Every third household was to be contacted. Twenty-six organizations and two individuals volunteered to provide teams of workers to distribute and pick up the surveys. A training session for volunteers was held as part of the final planning meeting of the Community Public Opinion Survey Committee. Each team was given a city map showing the blocks they were to cover.

Conducting the Survey

The surveys were delivered on Thursday night, July 18, and were picked up on Monday night, July 22. More than 1,750 surveys were distributed and more than 1,500 completed surveys were picked up.[2]

The completed surveys were packaged by wards so that the information could be summarized by wards.

The surveys were delivered to the University of Missouri - Columbia Community Development Center for tabulation. A nominal fee was charged for this service.

Planning and conducting the survey did, in fact, serve several of the purposes listed earlier. The following is quoted from an article in the *Hannibal Courier Post:*

> "Team captains of the volunteer organizations conducting the public opinion survey here tonight met at city hall last night for their assignments.
>
> "Chairman Dave Lacy and committee member Leonard Deevers made the assignments to the assemblage and requested captains to pick up their materials today.
>
> "The organizations who have volunteered to deliver and collect the questionnaires represent a cross section of Hannibal's interest groups and leadership.
>
> "Conducting the survey has in itself become a means to an end with perhaps more widespread interest with unified cooperation than we have had in a community project in many months.
>
> "The organizations include church groups, youth groups, civic and business clubs, labor unions . . . most of which had a representative on the 25-member steering committee which has planned and written the survey during this past month.
>
> "In all, 26 different organizations volunteered teams of workers to conduct the poll. Each team, under a captain, will call on heads of households in the city, briefly outlining the purposes and importance of the survey.
>
> "On Monday, the same workers will collect the answered and sealed questionnaires which will be sent, still sealed, to the University of Missouri for computer tabulation.

[2] The final survey form used is attached as the Appendix.

"The following is a list of organizations and captains who will conduct the survey...

"In all, 197 persons volunteered to make the deliveries and collections."

The Hannibal Community Survey results were reported to the community Nov. 6 in the City Council chamber. Prof. Denney summarized the answers to the survey questions.

The survey was extensive and the summary filled 38 pages.[3] Some 1,509 surveys were summarized. However, some of those turned in were not usable for one reason or another.

Highlights

On the question of the three most pressing needs in the community, 97 percent of the citizens answering the survey mentioned the need for more industry and jobs. Second with 49 percent was need for recreation, followed by street improvements of 8 percent, and sewer improvement, 6 percent.

In addition to the report meeting, the survey results were given wide publicity by newspaper, radio, and television. Each participating organization was given a copy of the summary report. Additional copies are available now to anyone interested.

Outcome

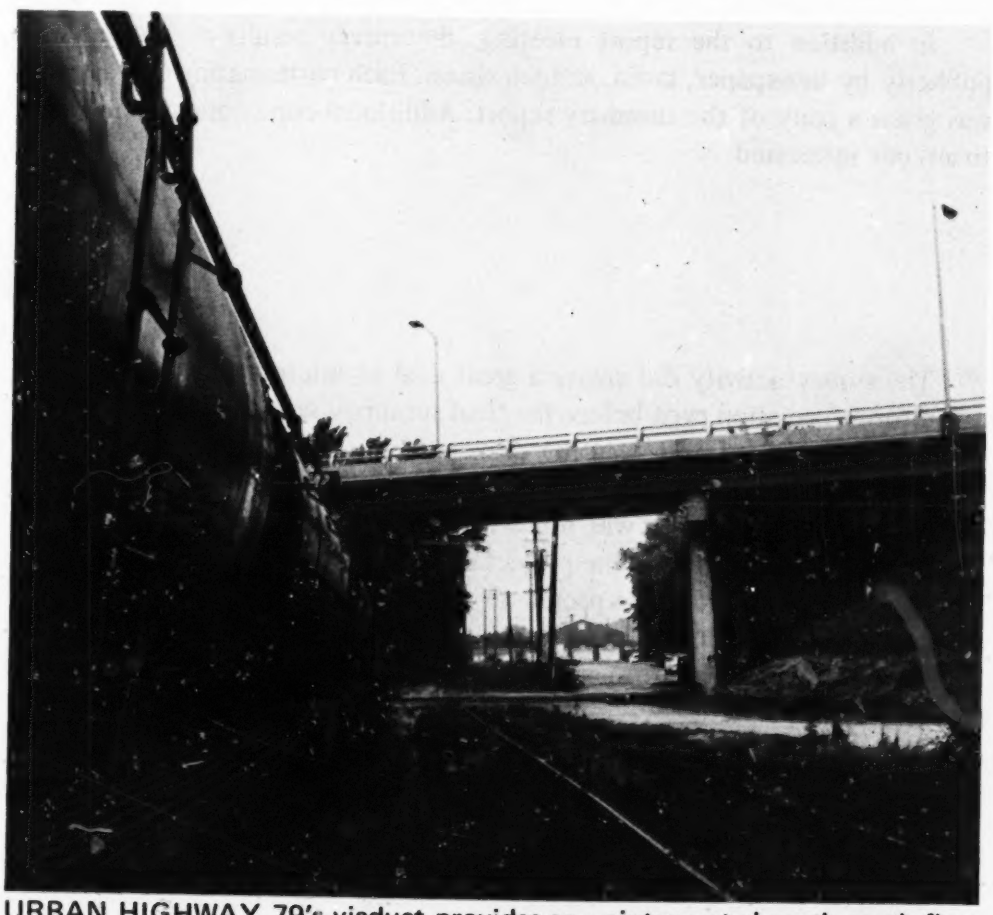
The survey activity did create a great deal of interest and several groups asked for information even before the final summary was ready.

One example of this was the citizens committee for the Highway 79 bond issue. At the time of the survey, no bond issue election had been announced and the public was not well informed concerning the necessary amount of the bond issue or the project details. It was known that in the near future Hannibal would be expected to provide a share of the right-of-way costs for the relocation and improvement of Highway 79. In August the State Highway Department informed the city that the project was ready to proceed.

The committee asked for a summary by wards of the answers to the survey question, "Would you support a municipal bond issue to pay for

[3] A copy of the summary report can be obtained from the Department of Regional and Community Affairs, University of Missouri - Columbia.

A BOND ISSUE to help build Highway 79 received the benefit of publicity and explanation through Hannibal's community survey. Before the survey, residents were not well informed about the bond issue or the details of the project.



URBAN HIGHWAY 79's viaduct provides an uninterrupted north-south flow of traffic over the community's railroads and over the area which faces a constant flood hazard from Bear Creek.

Highway 79 right-of-way?" This information was provided and served as one guide to the committee's program of informing the citizens on this public issue.

The committee used every resource available to get the facts of the bond issue before the people and wound up on election eve with a telephone campaign to every phone listed in Hannibal. The citizens committee did an outstanding job of informing the voters of Hannibal on this proposition--judging by the voter turnout of 4,025 at the polls,--a favorable vote of more than 9 to 1.

It is interesting to compare the results of the election to the opinions expressed in the survey.

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Total
Percentage "yes" on survey*	67	61	57	71	52	59	60
Percentage "for" in election	91	92	90	94	86	89	90.7

*Percentage based on those indicating "yes" or "no." Blanks and "don't knows" were not included.

These figures indicate the importance of getting all the facts before the people on public issues. Views can change considerably when people understand the issue's implications for themselves and their community.

Another example of the use of survey results before the summary was completed is the Hannibal swimming pool project.

One of the most widely expressed needs of the Hannibal community for the past several years had been for a public swimming pool. A bond issue to build a pool was defeated in 1958.

The YMCA had a feasiblity committee studying the problem for some time. Several members of the YMCA committee were members of the Community Survey Committee and were instrumental in having questions about a swimming pool included in the survey. They asked for the returns on these questions as soon as possible and the following information was supplied:

Question - What additional recreation facilities would you like to see in the Hannibal community?

The facility mentioned most often was a public swimming pool--on 706 surveys, or 47 percent. The next item was park and picnic facilities--on 190, or 13 percent, of the surveys.

HANNIBAL'S SWIMMING POOL project was included in the community survey. Encouraged by a favorable response of 72 percent, the YMCA sponsored a successful campaign for funds.

Question - Do you think the city of Hannibal needs a public swimming pool?

Yes - 1,092 — 72 percent

No - 263 — 17 percent

Question - Would you vote for and support a bond issue for a public swimming pool?

Yes - 900 — 60 percent

No - 375 — 24 percent

Several respondents wrote comments on the questionnaires on whether a bond issue was the proper or the only way to finance a pool.

Encouraged by these results, the YMCA committee decided to go ahead with the project. In cooperation with the city, the YMCA announced in August that a swimming pool project would begin. The pool would be built on the Pleasant Court property owned by the city and would be leased to the YMCA to operate. An architectural firm was hired to plan a pool to fit Hannibal's needs. Funds for the pool construction would be provided by popular subscription.

A Pool Fund Campaign Committee was set up and began planning its solicitation program early in September. Public announcement of the campaign was made after the Highway 79 bond issue election on Sept. 10. The goal of the campaign was set at $160,000 with solicitation to be completed by Sept. 30.

More than 400 volunteer workers turned out for the kickoff of the general gifts campaign on Sept. 18. The newspaper, radio station, and TV station cooperated in giving the campaign extensive coverage.

At the final report meeting Sept. 30, the chairman reported that the campaign had gone over the top and exceeded the goal by more than $10,000.

The pool was constructed and use began early in the summer of 1964.

Information obtained by the survey has been used by study committees, institutions, and organizations in planning many other community improvement programs.

One of the first projects was providing the opportunity for the people in the area to take qualifying tests for the Missouri Certificate of High School Equivalence.

Prof. Denney had pointed out at the survey report meeting that up to 29 percent of the adults in the Hannibal community did not have high school diplomas. He suggested that lack of a high school diploma can make it difficult to get a job in many instances and that many people have picked up equivalent knowledge through experience, job training, and self-education since their school days. He said that the State Department of Education's High School Equivalency Certificate program might be helpful.

Arrangements were made through the Hannibal Office of the Missouri Division of Employment Security and the State Department of Education to have the tests given in Hannibal. Thirty-six persons indicated a desire to take the tests the first time they were given. Since that time the tests have been given twice a year, with 15 to 20 participants each year.

Other community projects and improvements pinpointed as needs or opportunities in the survey have been started.

The following script of the "Feature Page" of Jan. 10, 1968, on radio station KHMO reviews some of the developments and indicates the continued consciousness of the survey on the part of the community:

"This is Feature Page Wednesday, January 10.

"Today on Feature Page I would like to talk about something that you possibly aren't aware of. I'm talking about your personal attitude. Do you realize that a good or bad attitude could mean the difference in getting a new industry and losing one? Have you cast a doubtful shadow on a new industry recently because of a poor attitude toward your town? Many times industries hire surveyors to go into a town and look it over, talk to the people and file a report.

"You may have already talked to such a person, in a service station, restaurant, bar, or on the street. They may have asked what you liked or disliked about your city, what you thought of the city officials, and if you thought the city was progressive.

"Did you possibly tell the stranger that you hated your dumpy town, that it would never progress, or the money people control everything.

FOUR YEARS after the survey KHMO announcer Bruce Battle notes the accomplishment of various projects which owe their beginnings to the community survey.

"Fortunately many people in Hannibal have good attitudes and have worked for the progress of our city, and have indicated this progressive attitude when surveyed.

"The attitudes of many individuals have changed in the past three years. Think back, I remember four years ago when many people in Hannibal had very negative attitudes and it was probably with good reason. The industrial promise was at a low ebb.

"But since that time the Hannibal Industrial Council, city officials, citizens, and others have worked long and hard at developing industry for the area. Their efforts have paid off. Many industries have expanded and others have located in the area, including the American Cyanamid Co., Dixie Steel, Hawthorn, and the most recent, a bond issue will be proposed for the construction of a plant at Saverton for the Tom Sawyer Boat Co. I can't leave out the expansions of the Western Printing Co., Universal Atlas, and Monogram Industries. Also the proposal for the two new industries, announced by Palmyra officials, in the North River bottoms can't be overlooked.

"Getting back to opinions, in 1963 Hannibal residents took part in a public opinion survey. Residents listed new industry as the most pressing need, followed by more employment, higher wages, and jobs for high school graduates. Other items listed were: more shopping facilities; more recreation; a public swimming pool; camping grounds; improved sewers; low cost housing; new police and fire stations; improved highways and streets; and technical training. Now let's look at the developments that have taken place in Hannibal since this survey was taken.

"I've already covered the industrial expansion that has become a reality in the past few years, and might add that the Industrial Council is continuing its efforts to attract more industries.

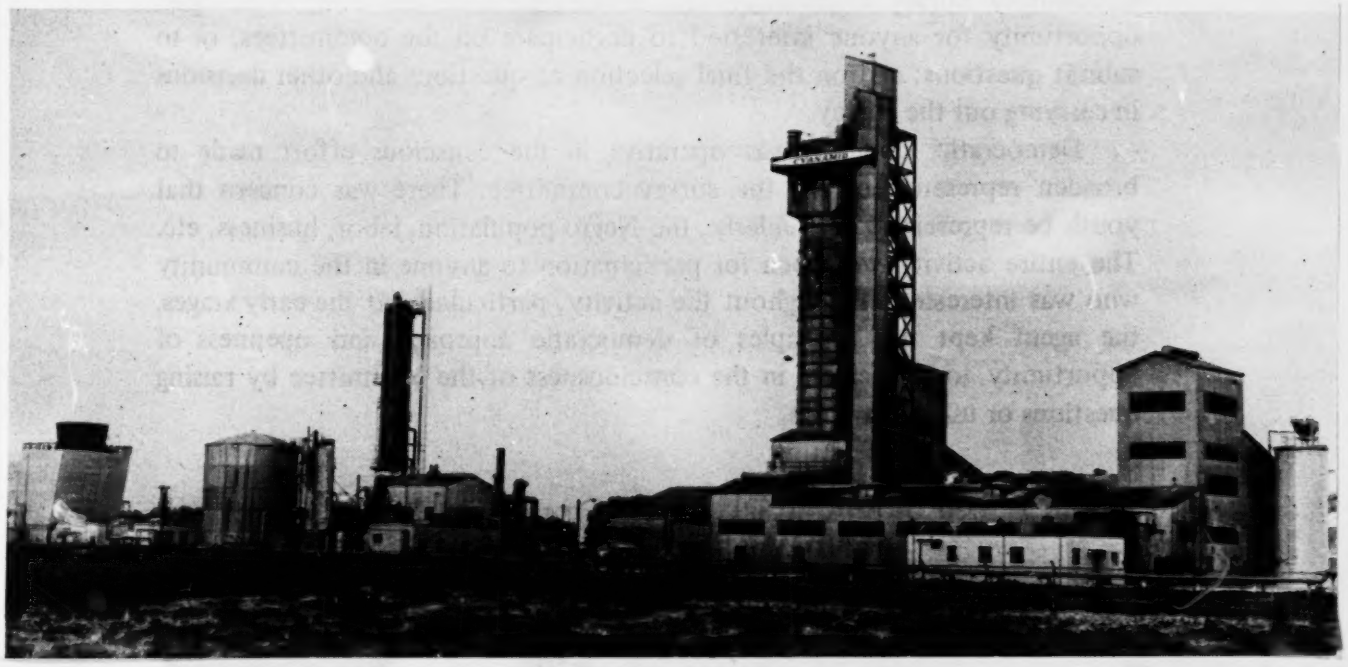
"Now on the other topics, first recreation. The city is presently developing the Wickencamp property, now known as Huckleberry Park, into a recreational area, complete with camping facilities. Also under consideration are picnic areas, baseball diamonds, and tennis courts--and don't forget the new ice skating rink. We're all aware of the new swimming pool that was built three years ago through a public fund raising drive. Now to sewer improvements. The city is presently preparing to present a bond proposal to correct and improve the sewer system. Other improvements now underway include the 79 Highway construction, the construction of the new vocational and technical school to train our young people as well as adults, expansion of the facilities at Hannibal-LaGrange College science and library departments, and the development of the shopping center. The final item on the list was for low cost housing. Mayor Musgrove has appointed a commission to begin working on low rent housing after the council gave approval.

"So after all due consideration it looks like the hopes of the residents have been fulfilled or are very much in the works.

"Have you stopped to think how all these improvements came to be? Well you, John Q Public, had a large part in the developments, either by your support of the city officials, or your vote on the bond issues, and your progressive attitude."

There is now interest in repeating the survey. Preliminary discussions held among several of the people who were involved in the 1963 survey indicate they feel that it would be useful and interesting to repeat the survey every five years. The area community development agent has been contacted as has the UMC department of regional and community affairs.

THE NEW AMERICAN Cyanamid Plant typifies the city's industrial development resulting from efforts of the Hannibal Industrial Council and similar groups.



The Survey and the Community Development Process

From the standpoint of the community development worker, a community self-survey provides opportunities for a learning situation for the people of the community and the worker. It is an activity in which community development principles can be put into practice. It can be a valuable tool to help establish the community development process.

Let's look at some community development principles and their application in this survey activity.

Principle: Community development is based on a democratic ideology.

From its inception this activity offered a number of opportunities to practice a democratic approach. The original small committee used democratic procedures in deciding, after open discussion, that the idea of holding a community self-survey was worth exploring. The area community development agent (who will be referred to as the agent) raised questions that led to the realization that the committee was a limited group–limited in numbers certainly, but more importantly, limited in viewpoint, and representation as far as the total community was concerned. With this in mind the committee decided to get the reactions of more people with possibly different viewpoints from their own.

Decisions were reached by democratic processes at every stage: The decision to hold a survey: the election of a chairman and vice chairman of the Community Survey Committee, the development of questions, with open opportunity for anyone interested to participate on the committees, or to submit questions; and on the final selection of questions and other decisions in carrying out the survey.

Democratic ideology was operative in the conscious effort made to broaden representation on the survey committee. There was concern that youth be represented, the elderly, the Negro population, labor, business, etc. The entire activity was open for participation to anyone in the community who was interested. Throughout the activity, particularly at the early stages, the agent kept the principles of democratic approach and openness of opportunity to participate in the consciousness of the committee by raising questions or using examples.

Principle: Community development is concerned with the whole community –the integrated development of the total community life.

This principle was brought into play during the discussion of community self-surveys and the selection of interest areas. Denney and the agent, in their roles as resource persons, pointed out the interrelatedness of the various aspects of the community–social, economic, and physical. The importance of balanced development was stressed. There is some recognition of this principle indicated in the interest areas surveyed. The interest areas, however, did not cover all aspects--some notable omissions are cultural activities and welfare.

Again, the conscious effort was made to get all involved in the survey activity. Invitations to all groups for the first meetings was a recognition of this principle.

Principle: Community development is concerned with all groups in the community.

This has been covered in the discussion of the first two principles. Throughout the activity every effort was made to involve all groups and interests, at all levels, economic, social, educational, and by age groups.

Principle: Community development utilizes a rational problem-solving approach, utilizing information and resources from within and without the community.

The problem-solving process was introduced by the agent to the original committee as they approached the problem identified as a "bad public attitude toward community prospects for progress." It was suggested that they look at various alternatives for solving the problem. They had called upon outside resources, in this case the area community development agent, to broaden their range of alternatives. They considered the advantages and disadvantages of each alternative and selected the ones they felt offered the best possibilities for improving the situation.

The problem-solving process continued to be used as decisions were made throughout the activity. When the committee members decided to hold a survey, they again sought expert advice. This time the agent suggested they use the services of Prof. Denney of UMC. They asked about the experiences of other communities in holding self-surveys and sought samples of survey forms used in other areas. They decided to use the UMC resources in summarizing the survey.

At all stages in the activity the agent was alert to opportunities to strengthen the use of the problem-solving process--by intervening with questions or suggestions when the committees seemed to be by-passing or

short-cutting parts of the process. Often there was a tendency to consider only one method, or one plan of action, in the enthusiam to get on with the job. An example occurred during the planning of the survey mechanics. The suggestion was made to distribute the surveys through the schools--have the students take the surveys home to be filled out, and then bring them back to school. This seemed to be a simple and practical procedure and the committee was about to accept it. The agent raised the question of whether or not this would get real coverage of the community. He also asked if this procedure would best serve the survey purposes, particularly the purpose of providing an opportunity for broad-based participation. After discussing these questions, a number of alternative ways of distributing the surveys were suggested. Also discussed were size of sample, participation, and credibility of results.

People working together to become increasingly competent in making sound community decisions is an indispensible part of the community development process. The survey activity provided many learning situations in this regard.

Principle: In processes of planned change those to be affected by the change should be involved as early as possible in the planning process.

In discussing the problem of community attitude with the original committee and later with the larger group, the agent showed how attitudes toward the community might be changed. Could changes in attitude of citizens be done by providing them with information--helping citizens become better informed? Would this be enough or the most effective approach? Or would an approach that involves the citizens in a general community-centered activity--one that involves them in both planning and carrying out the activity be more likely to bring about a change in attitude?

The committees decided that a community self-survey would provide the opportunity for people to plan and carry out an activity centered on the community--its good points and its deficiencies. It would give many people an opportunity to participate directly in developing and carrying out the survey and in answering it with their views and ideas. Others in the community would participate indirectly through the information and discussion generated by the survey.

Through participation in the planning of the activity, even in having the opportunity to submit questions, and express their opinions, the people of the community had a proprietary interest in the survey. In the eyes of the people, this added to the validity of the results.

The survey activity did bring about attitude changes toward the community. Part of the change was, no doubt, due to new information received during the process, but much of the change was brought about by new insights and interest generated by the interaction of people in the survey process.

Principle: Community development is essentially an educational process.

The educational aspects of community development are not often achieved in a classroom or formal teacher-student situation, but take place in practical living situations. It is a learn-by-doing process--a search and discovery type of learning.

This survey activity provided many learning situations for the people involved, including the agent. Learning opportunities included democratic procedures, the rational problem-solving process, organizational skills, community functions, survey mechanics and techniques, human behavior, community facts, personal development, and others.

The community development process and the principles on which it is based, are learned in activities such as this survey. It is the agent's responsibility to engage the people with whom he is working in reflecting on what has been done and relating this to the process and the principles that were operative. In this way the process and principles can be learned and subsequently used in an on-going community development process. The agent tried to reach this result by encouraging the committees to evaluate what they had been doing as they progressed.

Principle: Community development is an on-going process, not a single great endeavor with a termination date.

The survey in itself does not consitute a community development program. It is one kind of community-centered activity that provides an opportunity to put community development principles into operation.

How well the principle of an on-going process has been served in this activity requires interpretation of the situation in the community after the activity. It involves observing any changes in the way the community approaches solutions to its problems and in taking advantage of the opportunities.

One of the useful aspects of community self-surveys is that they provide a vehicle for developing an on-going program of community study and development. If this means that a more or less formal structure or organization was established with the purpose of carrying on a continuous community study-development process, then this activity fell short of success in this respect. This possibility was suggested by the agent but the committee felt no organization was needed--that a citizens' group could come together to work on problems as the needs arose.

However, if a less structured view of the process can be taken, there is evidence that the survey activity did develop into an on-going process.

Many of the same people involved on the Community Public Opinion Survey Committee and the interest area sub-committees, have since been involved on the committees for a number of community projects. In these

projects a noticeable increase is seen in concern for involving the total community in planning and carrying out activities. There is a greater tendency to look at many different solutions to problems, or approaches to opportunities. There has been an increase in the use of outside information resources. And most important, there has been a change in attitude toward the community. This change in attitude and the change in ways of working together for the general good, indicate growth and development of people. This is central to the on-going community development process.

Other principles were also operative in the survey activity.

It met a need that was widely recognized in the community--a need for an improved attitude and an increased interest in the community.

A recognition of the growth and development potential of human beings was implicit in making this effort to change the attitudes of the community.

Still other principles could be mentioned, but those that have been seem to be the most relevant to this activity.

Summary

There is conclusive evidence that the Hannibal Community Survey was successful from the standpoint of the purposes set out by the survey committee:

1. It did generate interest in the community.
2. Attention was focused on community opportunities and needs.
3. It was a broad-based community acitivity participated in by a relatively large number of citizens.
4. It resulted in detailed information on what the people surveyed thought about their community.
5. It did provide information that has been useful to the city government, community groups, and institutions, as they have planned programs to meet the needs of the community.

There is no question but that the survey provided rich opportunities for rendering operative many of the principles on which the community development process is based. There is considerable evidence that through their experiences in this activity, many individuals have learned and have changed attitudes and ways of doing things as they work with other people on activities for the common good.

APPENDIX

Hannibal Community Survey

Introduction

PLEASE READ CAREFULLY BEFORE TURNING THE PAGE.

We all want to see our community move forward and keep pace with the rapidly changing world. However, no degree of progress or civic accomplishment is possible without the cooperation and assistance of all the citizens of Hannibal.

This questionnaire has been designed to give you an opportunity to take a close look at Hannibal and to register your opinions and attitudes regarding the kind of life you find here. From the anwers which you and other Hannibal citizens give, community leaders will receive guidance and direction in the overall task of making Hannibal a better place in which to live. YOUR ASSISTANCE IN THIS MATTER IS VERY IMPORTANT.

Do not sign your name to this questionnaire, but please give your honest and sincere opinions. Answer all the questions to the best of your ability, and in cases where you do not know the answer, write "unknown". A page at the end of the questionnnaire is provided for your general comments on any question.

NOTE: Tabulation of this survey will be made in Columbia, Missouri by the University of Missouri Center for Community Development. The questionnaires will not be opened or revised locally. You may answer with the assurance that your identification with this survey will never be revealed.

WHEN THE QUESTIONNAIRE IS COMPLETED. PLACE IT IN AN ENVELOPE AND SEAL BEFORE DELIVERING TO THE SURVEY COLLECTOR.

Thank you for your cooperation.

THE FOLLOWING ORGANIZATIONS WERE REPRESENTED ON THE HANNIBAL PUBLIC OPINION SURVEY STEERING COMMITTEE.

City of Hannibal
Hannibal City Council
Hannibal Industrial Council
Hannibal–Marion County Civil Defense Agency
Marion County Extension Office
Ministerial Alliance
Hannibal Chamber of Commerce
Junior Chamber of Commerce
Business & Professional Women's Club
Knights of Columbus
Trades & Labor Council
Community Chest
Board of Education
McCooey High School
Hannibal High School
Hannibal Courier-Post
KHMO Radio Station
Emmett J. Shields Post #55, American Legion
Optimist Club
Oakwood Women's Club
Hannibal Women's Club
Building and Trades Council
Kiwanis Club
Rotary Club
Lions Club
Levering Hospital

1. What has been done in Hannibal in the past five years of which you are proud?

_____

_____

_____

2. Who do you believe was most responsible for accomplishing the improvements listed above?

A. Individuals B. Groups

_____ _____

_____ _____

_____ _____

3. What would you say are the three most pressing needs in Hannibal at this time?

_____

_____

_____

4. From your knowledge of conditions in Hannibal, what individuals or groups would you expect to provide the leadership for overall community improvement?

A. Individuals B. Groups

_____ _____

_____ _____

_____ _____

RETAIL FACILITIES AND SERVICES

5. Do you think the physical appearance of the business buildings in Hannibal needs to be improved?

A. Interiors Yes_____ No_____ Don't know_____

B. Exteriors Yes_____ No_____ Don't know_____

6. Could we support additional retail businesses in Hannibal?

Yes_____ No_____ Don't know_____

If so, what types?_____

_____

_____

7. How do you rate sales clerks in Hannibal as to courtesy?

Cooperative_____ Average_____ Indifferent_____ No Opinion _____

8. What percentage of your family purchases are made in Hannibal? (Check appropriate figure)

25% or less___ 26-50%___ 51-75%___ 76-90%___ More than 90%_____

9. How would you rate the repair and maintenance services available for purchases from Hannibal stores?

Good_____ Average_____ Poor_____

RECREATIONAL FACILITIES

10. How do you rate the existing recreational facilities serving the following age groups in Hannibal?

	Adequate	Inadequate	Don't know
A. Pre-School			
B. Elementary			
C. High School			
D. Young Adults			
E. Middle Age			
F. Senior Citizens			

11. What, if any, additional recreational facilities would you like to see in the Hannibal community?

_____

_____

_____

12. Are the present picnicking and camping facilities for tourists adequate?

Yes_____ No_____ Don't know_____

13. Does the City of Hannibal need a youth center?

Yes_____ No_____ Don't know_____

14. If you are in favor of additional recreational facilities, would you vote for a recreational tax?

Yes_____ No_____ Don't know_____

15. Do you think the City of Hannibal needs a public swimming pool?

Yes_____ No_____ Don't know_____

16. Would you vote for and support a bond issue for a public swimming pool?

Yes_____ No_____ Don't know_____

CHURCHES

17. Are you affiliated with a local church? Yes_____No_____

18. What services can the church offer to develop more interest in church life in the community?

_____

_____

_____

19. Do the churches make you feel welcome?

Yes_____ No_____ Don't know_____

20. Do you consider the youth programs of the churches adequate?

Yes_____ No_____ Don't know_____

21. Should the churches participate more actively in civic and community affairs?

Yes_____ No_____ Don't know_____

EDUCATION

22. Do you have children in Hannibal Public Schools? Yes____No____

Parochial Schools? Yes____No____

23. Do you think kindergarten should be part of our Public School System?

Yes_____ No_____

24. Would you support a Public Junior College District to serve Hannibal, if it provided vocational and technical training as well as liberal arts?

Yes____ No____

25. What curriculum or subject offerings would you like to see initiated or improved in Hannibal Schools?

_____

_____

_____

26. Do you feel more emphasis should be placed on Vocational and Technical program development in our schools?

Yes_____ No_____

27. Do you feel the school tax dollars in Hannibal are wisely spent?

Yes_____ No_____ Don't know_____

28. In comparison with other schools of similar size, do you rate Hannibal Public Schools as:

Excellent____Good____ Average____ Below Average____Poor____

29. List what you believe to be strong points and weak points in our Public School Educational Program.

Strong Points	Weak Points
_____	_____
_____	_____
_____	_____

Parochial School Educational Program.

Strong Points	Weak Points
_____	_____
_____	_____
_____	_____

30. Do you feel any personal pride in the Hannibal Public Schools?

Yes_____ No_____

Parochial Schools?

Yes_____ No_____

INDUSTRIAL DEVELOPMENT

31. Would you support participation by the City of Hannibal in the Federal Urban Renewal Program?

Yes_____ No_____ Don't know_____

If yes, for:_____

Housing_____ Sewers_____ Streets_____ Downtown Development_____

32. Would you vote for municipal bonds to acquire land and construct buildings for industry?

Yes_____ No_____ Don't know_____

33. Do you feel the efforts being made in Hannibal to gain new industry are:

Adequate____ Inadequate____ Don't know_____

How could they be improved?_____

_____

_____

34. Do you consider yourself a booster for Hannibal? Yes___ No___

CITY GOVERNMENT

35. Rate the following municipal services:

	Adequate	Inadequate	Don't know
A. Police Protection			
B. Fire Protection			
C. Streets			
D. Street Lighting			
E. Water			
F. Electricity			
G. Gas			
H. Telephone			
I. Sidewalks			
J. Parking Facilities			
K. Public Library			
L. Sewers			
M. Recreation			

36. What role do you think that the Hannibal City Government should take in civic improvement projects?

_____

_____

_____

37. Would you support a municipal bond issue to pay for:

	Yes	No
A. Highway 79 right-of-way?		
B. Sewer Improvements?		
C. Streets?		
D. Industrial Financing?		

38. Do you favor a leash law or similar legislation to control dogs in the city of Hannibal?

Yes_____ No_____ Don't know_____

39. What, if any, suggestions would you offer to improve the present garbage and trash collection system in Hannibal?

_____

_____

_____

40. In your opinion, is the present sewer system adequately maintained?

Yes_____No_____ Don't know_____

41. What type of facilities would you like to see developed on the Wickencamp Farm property which was purchased by the city?

_____

_____

_____

HEALTH SERVICES

42. Rate the following community services:

	Adequate	Inadequate	Don't know
A. Hospitals			
B. Nursing Homes			
C. Public Health Services			
D. Doctors			
E. Dentists			
F. Nurses			

If Inadequate, Explain:

_____

_____

43. From your experience, have you found medical and surgical prepaid benefit plans to be

Adequate____ Inadequate____ Don't know____

44. Compared to other communities rate the following for Hannibal:

	High	Average	Low	Don't know
A. Hospital Costs				
B. Doctors Fees				
C. Drugs and Other Medicines				

45. Do you find local medical specialists to be adequate for your family's needs?

Yes_____No_____Don't know_____

If no, what needs are not being met?_____

_____

FINANCIAL INSTITUTIONS

46. How do you rate the services of the following types of financial institutions in Hannibal?

	Adequate	Inadequate	Don't know
A. Banks			
B. Finance Companies			
C. Building and Loan Associations			
D. Other (Specify)			

47. Rate the adequacy of the following types of financing in Hannibal

	Adequate	Inadequate	Don't know
A. Home Loans			
B. Business Loans			
C. Auto Loans			
D. Small Loans			
E. Other Real Estate Loans			

48. Do you do any financing outside of Hannibal? Yes____No_____

If yes, why?_____

_____

_____

49. Do you have a bank or savings account in any city other than Hannibal?

Yes____ No_____

If yes, why?_____

_____

_____

50. How do you feel that local financial facilities could be improved?

_____

_____

_____

_____

GENERAL INFORMATION

51. Indicate the category (or categories) which best describe your family's source of income.

	All	Most	Some
A. Finance - Insurance - Real Estate			
B. Retail Business - Manager, Owner			
C. Clerical and Sales			
D. Government Employees, (City, State, Federal, County, School)			
E. Wage (Industry)			
F. Housewife			
G. Farm			
H. Unemployed			
I. Retired			
J. Other (Specify)			

52. Check the category which best describes your total family income last year.

Less than $2,000_____ $2,000 to $3,999_____ $4,000 to $5,999_____

$6,000 to $7,499_____ $7,500 to $9,999_____ $10,000 & over_____

53. Do you work in Hannibal? Yes_____ No_____

If not, where do you work?_____

54. HEAD OF HOUSEHOLD, Please check the correct answer in each of the following categories;

Male_____ Female_____ Single_____ Married_____ Widow(er)_____

Divorced_____ Separated_____.

Age: Under 25_____ 25-34_____ 35-44_____ 45-54_____ 55-64_____

65 or over_____

55. How many years have you lived in Hannibal?_____.

56. What is the highest grade you completed in school?

6_____ 8_____ 12_____ 16_____ 20_____

57. How many members in your household?_____

How many in each age group? Pre-School_____ School_____

19-44_____ 45-64_____ 65 and over_____

COMMENTS

ERIC Clearinghouse

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on Adult Education

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